

UNITED WAY IN 2024

ANNUAL IMPACT REPORT



UNITED WAY
Northwest Georgia

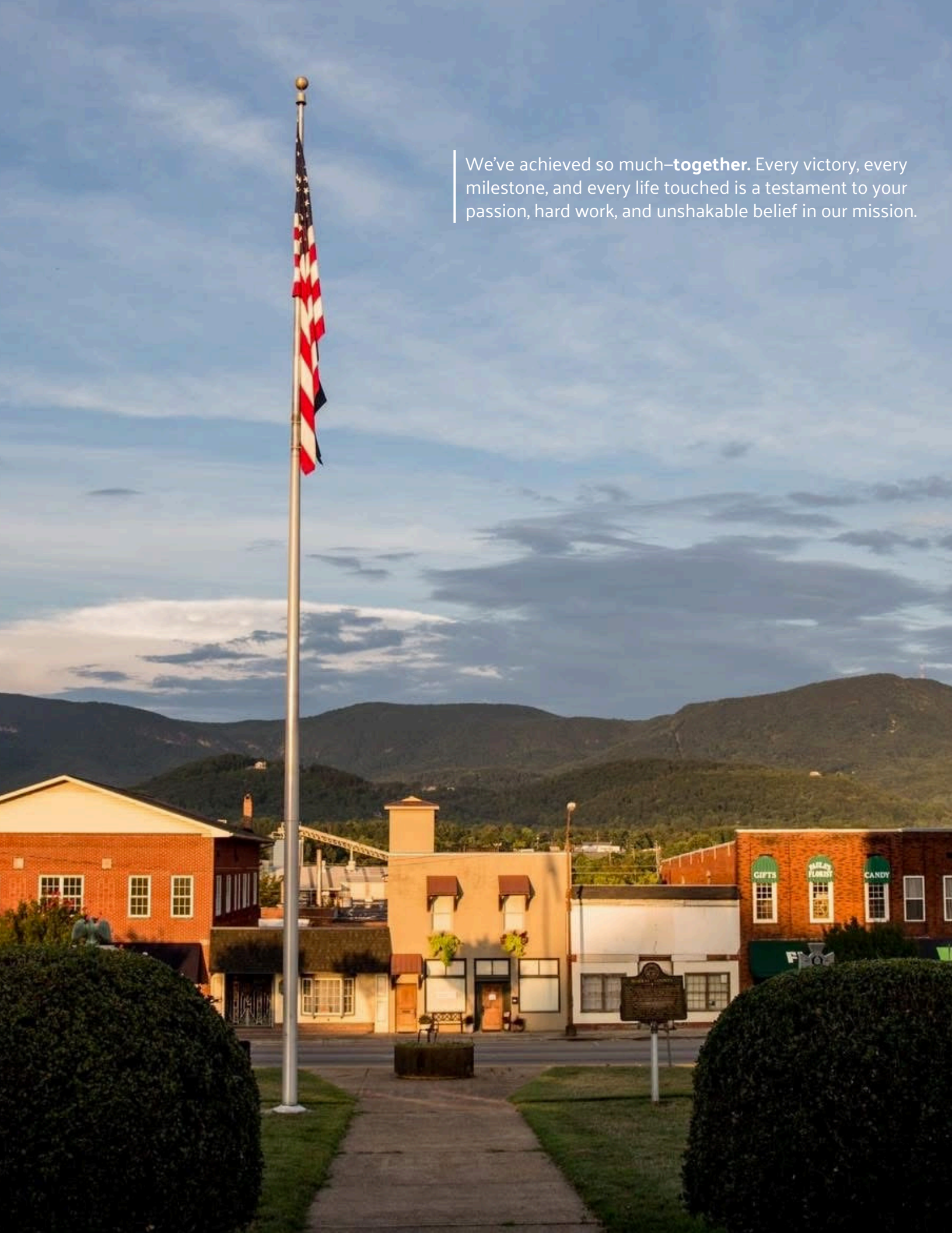


contents

4	From our Leadership
5	Impact In Action: By the Numbers
7	Building Healthy Communities
9	Increasing Youth Opportunity
13	Fostering Financial Stability
15	Creating a Resilient Community
17	Local Fundraising
21	Financials At-A-Glance
23	Volunteerism
26	United Way of Northwest Georgia Board of Directors

Members of our Women's Leadership Council provided essential home goods to families living in hotels, bringing comfort and stability to those without a place to call home.



A tall, silver flagpole stands prominently in the foreground of a town square. The American flag is partially visible, flying from the pole. In the background, there are several historic buildings, including a red brick building on the left and a white building with a central tower. To the right, a brick building has green awnings over its windows with signs that read "GIFTS", "HARLEY FLORES", and "CANDY". The town square is paved, and there are some small plants and a bench in the center. In the far background, rolling mountains are visible under a blue sky with scattered clouds. The overall scene is peaceful and scenic.

We've achieved so much—**together**. Every victory, every milestone, and every life touched is a testament to your passion, hard work, and unshakable belief in our mission.

friends,

A connected community changes **everything.** United is the Way.

Welcome to our Annual Impact Report—your front-row seat to the incredible successes of 2024. These achievements are a testament to the unwavering support of our dedicated corporate partners, loyal donors, tireless volunteers, and our community partners. United is the way to healthier lives, stronger families, and thriving communities.

This year, we made meaningful strides by focusing on what matters most: helping those in need. From addressing immediate challenges to investing in long-term solutions, our collective efforts are transforming lives across Northwest Georgia.

Together, we tackled challenges head-on and turned them into opportunities for growth and progress. In 2024, we made a tangible difference for over 50,000 of our neighbors in Whitfield and Murray counties, strengthening health, education, and livelihoods. These numbers represent more than metrics; they are stories of resilience, hope, and brighter futures—made possible by your commitment.

Thank you for being an essential part of this mission. We have achieved so much in 2024—let's make 2025 a year of unforgettable progress and shared pride.

Over the last year, we have reached new milestones:

- **Small Business | Big Impact Launched!** United Way has officially introduced this new initiative, empowering small businesses to make a big difference in our community.
- **United Way celebrates the combined 33 graduates of Youth United Council and the GoLEAD program,** equipping youth with essential workforce skills, leadership training, and community engagement experience to prepare them for future success.
- **By unveiling the latest ALICE (Asset Limited, Income Constrained, Employed) data,** we are sharpening our focus on helping hardworking families who struggle to afford basic necessities, ensuring our programs and partnerships create lasting impact where it is needed most.

Everything we achieved this year was thanks to you—our donors, partners, and friends. Whether you volunteered or gave, you fueled our mission to help neighbors find stability and success.

Thank you for being part of our legacy and our future.



Amanda Burt,
President



Julian Dossche,
Chair of the Board





8,335
donors



over 130
corporate partners



2,751
volunteers



\$4.155 million
raised in 2024



25
funded community partners,
grantees, & programs

OUR IMPACT AND REACH

by the numbers

Our mission is Improving Lives. Inspiring Donors. Uniting Community. United is the way to healthier lives, stronger families, and thriving communities. Let's work together to create a brighter future.



50,871

people served annually



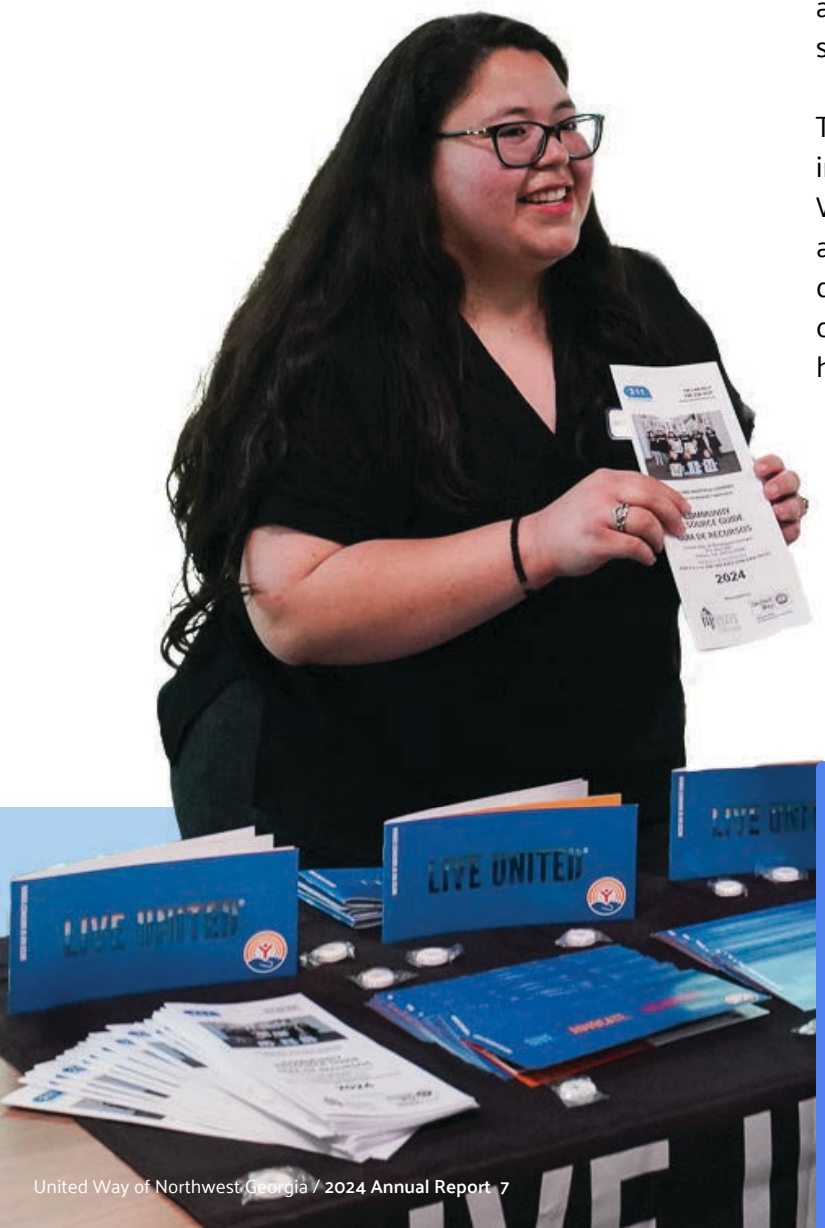
building healthy communities

We help people overcome barriers to good health by improving access to nutritious food and quality health education and services, including preventative care, child and maternal health, mental health support, and more.

We unite donors, volunteers, and community partners to help our neighbors land on their feet—and stay there.

With your support, United Way of Northwest Georgia creates opportunities for individuals and families to thrive through financial stability services, early childhood and youth development programs, and health care initiatives. These efforts help families achieve stability and empower them to build stronger, more sustainable futures.

To bring this work to life, we partner with and invest in more than 20 nonprofit organizations across Whitfield and Murray counties. By uniting the public and private sectors and people like you, we are driving lasting change and strengthening our community. United is the Way we build strong and healthy communities.



2,003

individuals received access to essential healthcare services



Members of our Basic Needs Community Solutions Panel packing food boxes for local families in need.

early childhood and youth development

We know that helping young people succeed helps our families, neighborhoods, and communities thrive. Through early childhood education, out-of-school enrichment, and other support, we are helping prepare the next generation to lead our families, businesses, and communities.



Youth United Council

The Youth United Council, a signature leadership development program of United Way of Northwest Georgia, empowers the next generation to lead with purpose and impact. Partnering with the University of Georgia's J.W. Fanning Institute for Leadership Development, the program leverages the dynamic "Youth Leadership in Action" curriculum to inspire and equip young leaders.

In 2024-2025, 31 exceptional high school juniors and seniors joined the council, embarking on a transformative journey to enhance their leadership, citizenship, and civic engagement skills. Through hands-on activities and real-world leadership opportunities, these students develop essential tools to lead confidently and serve their communities effectively.

Together, we're shaping a future where empowered youth gain the skills and opportunities they need to thrive in the workforce, creating stronger, more vibrant communities.

GoLEAD

United Way's signature GoLEAD leadership program—short for Leadership, Education, and Development—is a transformative three-day experience that empowers teens to become catalysts for real community change. Eleven local teens graduated from our signature leadership program in the summer of 2024.

We were proud to partner with the University of Georgia's J.W. Fanning Institute for Leadership Development to deliver this impactful program. GoLEAD is more than a program—it's a launching pad for tomorrow's leaders and our future workforce.

learn more
here



Mentors United

Through our Mentors United program at Eastbrook Middle School, 11 Big Buddies provide their Littles with a trusted mentor. As a result, Littles show improvement in school, develop stronger relationships at home, and make positive choices that shape their future. Our Young Leaders Society is proud to partner with Big Brothers Big Sisters to mentor middle school students throughout the school year—because every connection has the power to change a life.

Born Learning Trails

United Way has five Born Learning Trails, each featuring 10 interactive signs with fun, active learning activities for young children and their families. Signs are in English and Spanish, engaging early childhood developmental skills. These trails help parents, caregivers, and our community use “everyday moments” to support child development and prepare children for school success.



Little Free Libraries



The purpose of the Little Free Libraries is to provide a place where all readers in the community can share books throughout the year. They can be found at all the parks in Whitfield and Murray counties, as well as at some of our community partners and local schools.

Read United

Read United is a year-round series of programs dedicated to improving childhood literacy in Whitfield and Murray counties, recognizing that strong literacy skills are the foundation of a thriving community. Children who struggle with reading face greater risks of health and behavioral challenges, school dropout, and lifelong economic hardship.

United Way tackles this challenge head-on by rallying the community around a shared mission: prepare kids for kindergarten, ensure they are reading at grade level by 3rd grade, and set them on a path to graduate on time with the skills needed for success in life and work.

Last year, Read United made a remarkable impact by distributing over **31,000 free** books to local families, expanding access to essential literacy resources. By empowering children to reach critical literacy milestones, we are opening doors to brighter futures and stronger communities.



story of impact

feeling unsure ————— finding confidence

Successful foundations start here.

Long-term success—for kids and their parents—starts with early childhood and youth development programs. At United Way, we believe every child deserves a strong start in life, and stories like this are why we are committed to quality early childhood education, quality child care, out-of-school programs, and more.

When the Colón Family found Whitfield County Dalton Daycare, they didn't just find a daycare—they found a nurturing environment that gave their children the foundation to thrive. Their daughter entered the center's 3-year-old program and excelled, preparing her for pre-K and kindergarten with confidence. Later, their son, who struggled with speech delays, thrived under the care of dedicated teachers, finding his voice and confidence.

This is the power of investing in early education—giving children the skills and support they need to succeed, no matter their starting point. United Way is dedicated to preparing our youngest learners for the future because when children thrive, our whole community benefits.

United Way Community Partners, Grantees, & Programs

American Red Cross
Big Brothers Big Sisters
Boehm Birth Defects Center
Boys and Girls Club
Carter Hope Center
Cross Plains Community Partner
DEO Clinic
Family Frameworks
Family Support Council
Friendship House
Girl Scouts
Meals on Wheels

Murray County 4-H
Murray County Developmental Center
NWGA Family Crisis Center
RossWoods Adult Day Services
Scouting America
Teen Maze
The GreenHouse
The Salvation Army
United Way Community Solutions
United Way Education Initiative
United Way Volunteer Center
Whitfield County 4-H
Whitfield County - Dalton Day Care Center



Meet the Colón family—a hardworking local family who has experienced the impact of United Way firsthand. With Mom working at Hamilton Medical Center, Dad running C&T Services, and three children benefiting from quality early education at Whitfield Dalton Daycare Center, United Way's support has helped them build a strong foundation for the future.



from surviving to thriving

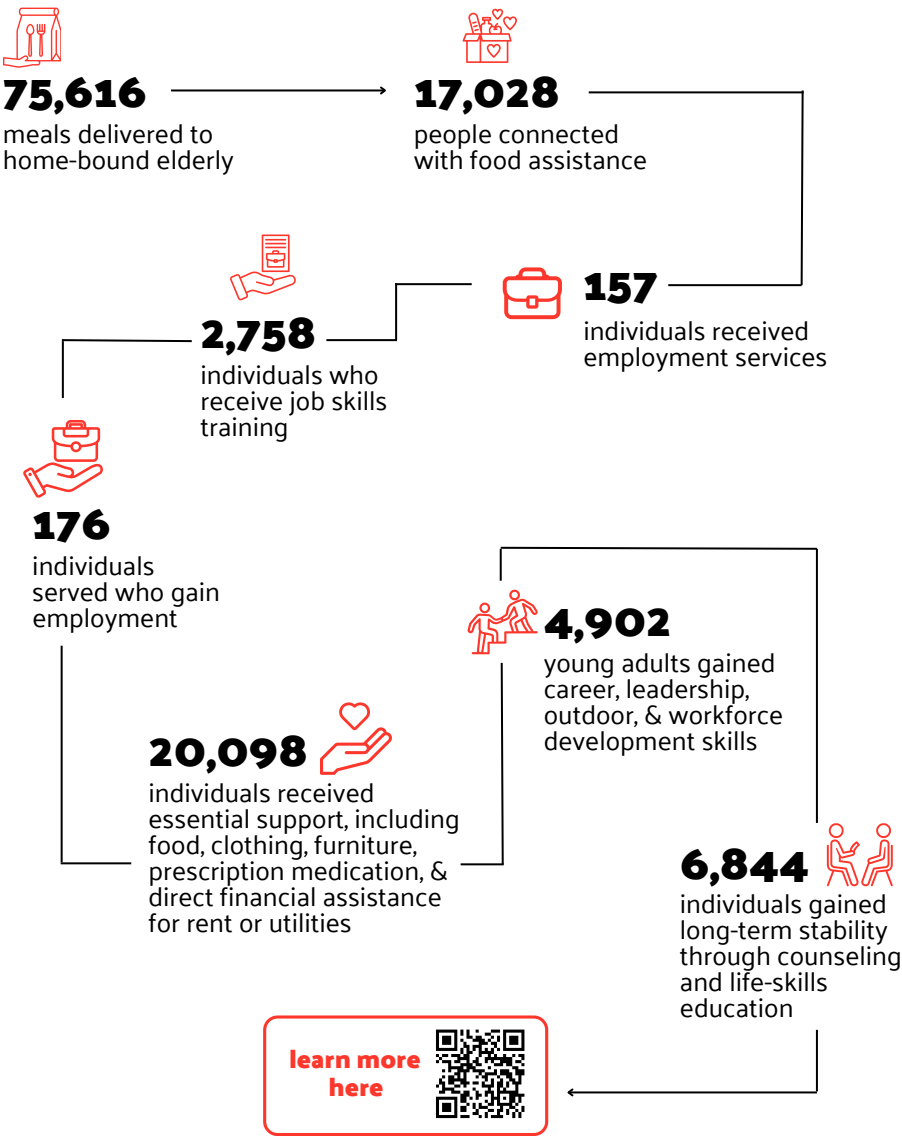
Financial stability is the foundation for a secure future, yet many hard-working families in Whitfield and Murray counties struggle to make ends meet. 47% of households are ALICE (Asset Limited, Income Constrained, Employed), and 12% are living below the federal poverty threshold, unable to afford life’s necessities– making stability feel out of reach.

United Way is here to change that. By providing critical support like housing, utilities, and food assistance, we help families bridge the gap between surviving and thriving. But we don’t stop there. We connect hard-working individuals with education, financial tools, and life-skills training to create lasting change.

United Way unites the community around a common goal: empowering families to achieve lasting financial security. By reducing the long-term need for food, housing, and utility assistance, we help create a future where every family can thrive.

last year:

United Way & our Community Partners helped 6,239 people establish a pathway to financial stability.



Through learning and training opportunities, United Way of Northwest Georgia prepares people to define and reach their financial goals so they can plan for a thriving tomorrow.

Supporting United Way of Northwest Georgia means providing meals to seniors, nourishing their spirits, and fostering a sense of belonging. George's story underscores the profound impact of Meals on Wheels, demonstrating how it goes beyond food to offer hope, comfort, and a sense of community to those who need it most.

see George's
impact story



creating a resilient community

In 2024, the 211 helpline connected 66,637 neighbors to essential resources, hope, and support. Operated by United Way of Northwest Georgia, 211 is a free, confidential lifeline for our community.

When you don't know where to turn, 211 is here to help. Whether you're seeking childcare, food, elder care, rent/mortgage assistance, or safety from domestic violence, our community helpline connects you to the support you need. Bilingual Information and Referral Specialists listen with care and guide you to resources from a comprehensive database of social services. From food boxes to rent assistance—and everything in between—211 provides a lifeline when it matters most.

Our online [resource guide](#) is available 24/7, offering up-to-date local support at your fingertips.



in 2024:

66,637 
people connected with essential resources



1,588
people connected with utility assistance



2,690
people connected with rent or mortgage assistance



4,709
people connected with healthy food & nutrition programs



141
Individuals received essential home repairs, improving safety & quality of life

learn more here





Through our Youth United program, we are developing and nurturing the next generation of philanthropic and community leaders by creating unique leadership development and community engagement opportunities

the community campaign fuels our impact

Under the leadership of Campaign Co-Chairs Bradley Austin and Karen Townsend, contributions to the 2024-2025 campaign topped \$4.155 million! It is with tremendous gratitude that we thank the individuals, corporations, foundations, partners, and others whose generosity helps our neighbors land on their feet—and stay there.

Campaign Cabinet

- | | |
|--------------------|------------------|
| Zack Adamson | Chuck McClurg |
| Blake Adcock | Zac Long |
| Amy Anderson | John Patterson |
| Bradley Austin | Gage Peeples |
| Elizabeth Caperton | David Pennington |
| James Coker | Patti Renz |
| Scot Davis | Pete Sigmon |
| Shane Day | Karen Townsend |
| Julian Dossche | Greg Wrenn |
| David Gregg | Kevin Wright |
| Bob Hardaway | Joe Young |
| Sandee Hooper | Will Young |
| Lance Lewis | |



WE ARE THANKFUL TO OUR CORPORATE PARTNERS WHO INVEST IN OUR WORK!

We are proud to partner with over **130 businesses** to craft unique engagement plans on how to give back. These organizations are partnering with United Way to volunteer, give, or advocate for a stronger community.

\$1,000,000+ Community Pillar



\$500,000-999,999 Community Builder



\$250,000-500,000 Community Samaritan



\$100,000-249,999 Community Patron



\$50,000-99,999 Community Collaborator



\$25,000-49,999 Community Champion



Murray County Impact Award



Shining Star Award



5-Star Champion



★ 5-Star Champion

Our donors are the driving force behind our work, empowering us to serve more neighbors in need every year & build deeper connections in the community.



Women’s Leadership Council

Co-Chairs Dixie Kinard, Karen Townsend, and Lynn Whitworth led an exceptional Women’s Leadership Council (WLC) campaign this year. Membership grew to 271 members, collectively raising over \$1.5 million. The highlight of the year was the annual Power of the Purse event, one of our community’s most impactful and fashionable fundraisers, which raised over \$20,000. Beyond fundraising, WLC engaged members with inspiring volunteer projects and vibrant social activities, making a difference while strengthening connections.

Young Leaders Society

Under the leadership of Co-Chairs Bonnie Arnold and Emily Brown, the Young Leaders Society (YLS) contributed over \$229,000 this year to support United Way and our Community Partners. The YLS second annual Kickball Tournament raised an impressive \$2,670, while two Lunch with Leaders events drew over 60 professionals, fostering connection and inspiration. The Young Leaders Society also organized impactful volunteer projects and networking opportunities, empowering members to make a difference and grow as community leaders.



Leadership Society

The Leadership Society (LS) unites philanthropists across Whitfield and Murray counties to create a stronger community. Membership grew to 368 households, collectively raising over \$1.7 million to support vital programs and services. Bringing together leaders from all industries, LS fosters connections and empowers members to drive meaningful change.

Alexis de Tocqueville Society

Tocqueville Society members are visionary leaders and changemakers dedicated to improving lives in Whitfield and Murray counties. Today, more than 95 dedicated families unite to contribute \$1.2 million annually, providing critical resources that empower individuals and strengthen families. Without their unyielding support, our essential work would be impossible.

Peacock Legacy Society

Thank you to the generous donors who have selflessly planned to leave a long-term legacy of caring and support for our community through a direct or planned gift to our United Way. If you would like to make a lasting impact with your gift, contact Amanda Burt, amanda.burt@ourunitedway.org.

join a group



UNITED IS THE WAY™
GIVE BACK. GET INVOLVED. TAKE ACTION.



financials at-a-glance

In 2024, United Way of Northwest Georgia exceeded our goal of \$4.155 million for long-term community solutions for Whitfield and Murray counties.

Treasurer's Report

Receipts

Campaign Pledges \$4,333,248

Other Income 275,450

Total \$4,608,698

Disbursements & Expenditures

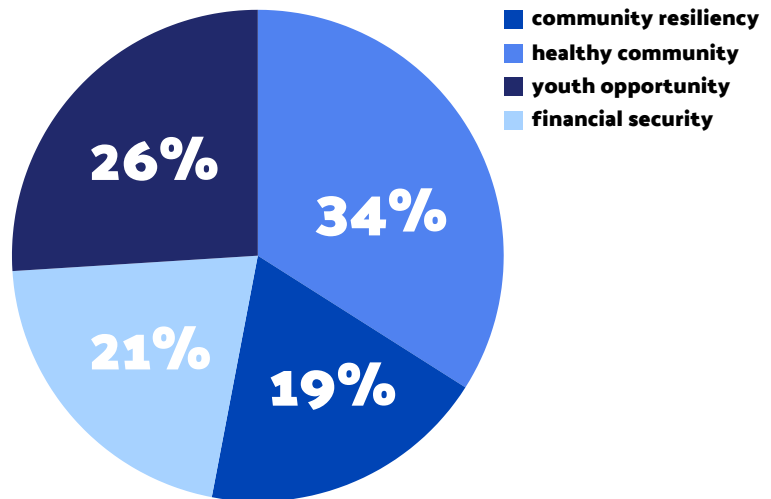
Program Expenses \$4,057,246

Fundraising 219,921

Administration 152,918

Total \$4,430,085

Here's a snapshot of how we invest in our community:





volunteers are at the heart of all we do

We are so thankful for the volunteers who give their time and talent to connect people to possibility. This past year, 2,751 volunteers contributed 14,854 hours to United Way of Northwest Georgia. **The time they have so generously given is valued at \$497,460—but to United Way and the people we serve, it is priceless!**



Make a Difference Day

United Way of Northwest Georgia celebrated 24 years of Make a Difference Day, uniting 300 volunteers who contributed 1,342 hours—an impact valued at \$44,926. Mannington Phenix and Marketing Alliance Group led as Premier Sponsors with \$5,000 grants, joined by Dalton Utilities, Mohawk Industries, Shaw Industries, and strong support from Women's Leadership Council, Young Leaders Society, and Youth United.



Youth United Alternative Spring Break

Instead of a typical break, youth engage in hands-on volunteer projects that support local nonprofits and strengthen our community. It's a meaningful way to give back, connect with peers, and create lasting change—all while having fun! In 2024, 51 volunteers completed 102 volunteer hours.



Shaw Spring Into Service

Each May and June, Shaw Industries partners with United Way of Northwest Georgia for the annual Spring into Service volunteer initiative. In 2024, 650 volunteers completed 123 projects, dedicating their time and talents to support our community partners.



Leaders United

United Way of Northwest Georgia hosted its annual Leaders United training. This dynamic training program prepared 21 volunteers for impactful service on nonprofit boards, committees, and allocation review panels. The program is designed for those new to board service but also welcomed current board members seeking to deepen their expertise.

Elbert Shaw Scholarship Recipients



Charley Richards was awarded the Elbert Shaw Memorial Scholarship for her outstanding dedication to service, contributing 475 hours of volunteer work in 2024. Through her efforts, she has made a meaningful impact by supporting local initiatives, mentoring youth, and contributing to projects that improve the lives of others. Her commitment to creating positive change reflects the values of the scholarship, recognizing her as a role model for service and community engagement.



Tasneem Issa was awarded the Elbert Shaw Memorial Scholarship for her dedication to service, contributing 162 hours of volunteer work in 2024. Her efforts have positively impacted the community through mentorship, outreach programs, and initiatives that support those in need. Tasneem's commitment to making a difference exemplifies the scholarship's values, recognizing her as a leader in service and community engagement.

Elaine Butler Award Winner



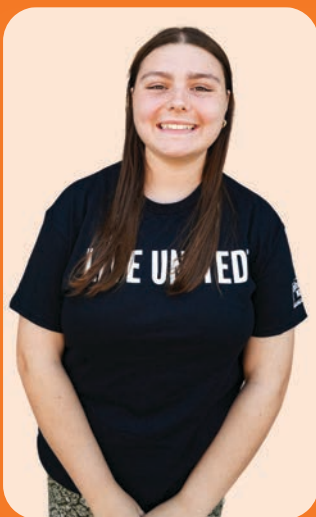
David McDaniel was awarded the Elaine Butler Award for his unwavering dedication to improving Murray County through over 162 hours of volunteer service in 2024. His impact spans multiple organizations, where he mentors youth, leads environmental efforts, and strengthens community programs. David's leadership and commitment continue to make a lasting difference in the lives of local youth and families.

Connie Woodward Award Winner



Julia Harnois was honored with the Connie Woodward Award for her outstanding commitment to volunteerism in Whitfield County. With 660 hours of service in 2024, she has made a significant impact through her work. Her dedication to mentoring youth, supporting families in need, and improving animal welfare showcases her unwavering passion for building a stronger, more compassionate community.

Youth Volunteer of the Year



Madison Gallman was honored as Youth Volunteer of the Year for her dedication to serving others, contributing 875 hours of volunteer work in 2024. From providing compassionate care at AdventHealth to mentoring youth through 4-H and supporting animal welfare at the Humane Society, Madison's efforts have touched countless lives. Her passion for helping others, strong leadership, and commitment to making a lasting impact exemplify the spirit of volunteerism.

Volunteer Center Cabinet



The Volunteer Center Cabinet oversees and guides the work of the Volunteer Center, ensuring its success. They provide valuable insight into volunteer opportunities, review applications and nominations to recognize outstanding volunteers, and take leadership roles in various projects and programs. Their efforts help strengthen the impact of volunteerism in the community.

thank you, committee members

Special thanks to the following individuals who have served on one or more of our committees. We could not do the work of United Way without YOU!

Finance, Audit, & Investment Committee

Allen Bentley, Chair, Benbrook, Inc.

Will Brackett, Nichols, Cauley, & Associates

Jeff Browne, BDL Advisors

Julian Dossche, International Flooring Company

Landon Hair, Marketing Alliance Group

Matthew Moore, Shaw Industries

Mike Sanderson, Engineered Floors

Jill Schubert, Mohawk Industries

Brent Williams, Shaw Industries

Kevin Wright, Marketing Alliance Group

Nominating & Governance

Jill Schubert, Chair, Mohawk Industries

Julian Dossche, International Flooring Company

Landon Hair, Marketing Alliance Group

Matthew Moore, Shaw Industries

Mike Sanderson, Engineered Floors

Karen Townsend, Community Volunteer

Joe Young, Engineered Floors

Community Solutions Committees

Russell Headrick, Chair, Shaw Industries

Day Services for Children Panel

Merinda McGill, Panel Chair, Engineered Floors

Judith Beasley, Community Volunteer

Kathi Reisz, Community Volunteer

Carol Rogers, Shaw Industries

Stephanie Seay, Shaw Industries

Shanda Wein, Shaw Industries

Jason Yarbrough, Shaw Industries

Mentoring Services Panel

Dr. Carl Gabrini, Panel Chair, Dalton State College

Susan Bisson, Community Volunteer

Ann Bowen, Community Volunteer

Nathan Donahue, Shaw Industries

Cassie House, Shaw Industries

Keisha Lee, Shaw Industries

Juan Martinez, Shaw Industries

Jonathan Melton, Shaw Industries

John Patterson, Material Handling Inc.

Veronica Rollins, Shaw Industries

Abuse Prevention & Intervention Services Panel

Wendy Tieck, Panel Chair, Shaw Industries

Dr. Mary Anne Fogle, Whitfield County Schools

Paula Glover, Shaw Industries

James Gordy, Mohawk Industries

Ruth Lee Hair, Community Volunteer

Lori Roberts, Shaw Industries

Sadde Salaices, Carniceria Nacho

Vanessa Torres, Carniceria Nacho

Dr. Stephani Womack, Greater Dalton Chamber

Specific Health Needs Panel

Ron Johnson, Panel Chair, Community Volunteer

Gene Autry, Community Volunteer

Dawn Beard, Shaw Industries

Sandra Hewitt, Shaw Industries

Kay Phillips, Dalton Utilities/OptiLink

Basic Needs Panel

Elizabeth Caperton, Panel Chair, Barrett Properties

Anna Adamson, Flooring Capital Dev Corp

Adan Amaro, Mohawk Industries

Gary Buchanan, Shaw Industries

Tracy Callahan, Shaw Industries

Allyson Coker, Believe Greater Dalton

Lucy Griffin, Community Volunteer

Eva M. Rodriguez Alicea, Shaw Industries

Tyna Stevenson, Coldwell Banker Kinard Realty

Day Services for Adults Panel

Candi Hampton, Panel Chair, Shaw Industries

Clint Black, Shaw Industries

Lori Hedden, Shaw Industries

Julie Kirk, Shaw Industries

Bridget Stewart, Shaw Industries

Mary West, Shaw Industries

Personnel Committee

Julian Dossche, Chair, International Flooring Company

Mike Fromm, Shaw Industries

Landon Hair, Marketing Alliance Group

Matthew Moore, Shaw Industries

Mike Sanderson, Engineered Floors

Jill Schubert, Mohawk Industries

Karen Townsend, Community Volunteer

Joe Young, Engineered Floors

Volunteer Center Cabinet

Marianne Murray, Chair, Community Volunteer

Brandy Boling, Dalton Utilities

Amy Bradford, Shaw Industries

Paige Brown, Marketing Alliance Group

Will Chappell, Dalton Parks and Recreation

Amy Hartline, Keep Dalton-Whitfield Beautiful

Justin Hicks, Mohawk Industries

Sandee Hooper, Community Volunteer

Jamie Jones, Community Volunteers

Andrea Lanier, Mannington Phenix

Stuart Nelson, Marketing Alliance Group

Jennifer Phinney, GA Department of Education

Patti Renz, Coldwell Banker Kinard Realty

Emily Sane, Shaw Industries

Jonathan Sierra, Shaw Industries

Ad Hoc Funding Committee

Landon Hair, Chair, Marketing Alliance Group

Julian Dossche, International Flooring Company

Juan Martinez, Shaw Industries

Matthew Moore, Shaw Industries

Mike Sanderson, Engineered Floors

Young Leaders Society Steering Committee

Bonnie Arnold, Co-Chair, Shaw Industries

Emily Brown, Co-Chair, BDL Advisors

Bradley Austin, Shaw Industries

Haley Chapman, Mohawk Industries

Amber Charbeneau, On-Site Dental

Hannah Joyce, Love's Funeral Home

Blair Miller, Blue Cross Blue Shield

Jacob Mitchell, 1Source America

Asa Peebles, Textile Management Associates

Jasmina Posada, Shaw Industries

Parker Ryals, Dossche Holdings

Violeta Tomas, Coldwell Banker Kinard Realty



united way of northwest georgia 2024 board of directors



BOARD CHAIR

***Julian Dossche**
International Flooring Company

BOARD OF DIRECTORS

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Hank Blackwood
Dalton Utilities
Will Brackett
Nichols, Cauley, & Associates
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Shaw Industries
Elizabeth Caperton
Barrett Properties
Emily Finkell
Community Volunteer
Mike Fromm
Shaw Industries
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Shaw Industries
Tammy Herndon
Herndon Properties
Sandee Hooper
Community Volunteer
Amy Kinard
Coldwell Banker Kinard Realty
Juan Martinez
Shaw Industries
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Gage Peeples
United Surface Solutions

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Advanced Insurance Strategies
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Engineered Floors
Carlos Ramirez
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Jonathan Sierra
Shaw Industries

***Karen Townsend**
Community Volunteer
Jamie Welborn
Mohawk Industries
Brent Williams
Shaw Industries
***Kevin Wright**
Marketing Alliance Group
***Joe Young**
Engineered Floors
Will Young
Engineered Floors

***Executive Committee**





THANK YOU

FOR MAKING A DIFFERENCE WITH US

United Way of Northwest Georgia

816 S Thornton Ave. P.O. Box 566 Dalton, GA 30722

706-CAN-HELP | ourunitedway.org



@unitedwaynwga